


**O'NEILL-ADAMS Co**  
 1868 Established 43 Years 1911

6th Ave., 20th to 22d St.

 Surety Day.  
 10 Extra  
 Stamps Free

## Our 1911 White Sale


 Opens To-day and Will  
 Continue for 2 Weeks.

Both Buildings—Second Floor.

This morning, Tuesday, January 3rd, we start one of the most satisfactory White Sales that we have ever held.

**Everything in the Sale Is Our Own Goods, Reduced**

There is not one cent's worth of anything in the entire sale that has come from any maker but those in whom we have come to trust after years of business dealings.

Everything is up to our own standard, in quality and style, and prices are lower than we have ever known them under equal conditions on equally good qualities.

We spread out for your inspection the details of this sale with an assurance born of a perfect knowledge of what we have to offer.

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|--|--|--|
| Two for 25c<br>Corsets Covers.   | Skirt Chemises, Princess Combinations, Petticoats, "Leona" (three-piece) Combinations, Drawers, Princess Slips, Chemises, Drawers.                     | Children's Night Gowns, 45c<br>Children's Night Gowns, 65c<br>Children's Rompers, 45c<br>Children's School Aprons, 45c<br>Children's Petticoats, 21c<br>Infants' Long Cambric Slips, 21c<br>Babies' Short Dresses, 45c<br>6 months to 2 years.<br>Children's Short Dresses, 45c<br>2 to 5 years; nicely trimmed.<br>Short Nainsook Dresses, 65c<br>Infants' and Children's Long and Short Nainsook Dresses, 85c<br>Children's French Waist Dresses, 85c<br>Nainsook and Lawn<br>Children's Gingham Hobble Dresses, 85c<br>Sizes 2 to 5 years.<br>Infant and Baby Sacques, 15c<br>Children's Petticoats, 45c<br>Children's Dresses, 85c |
| Chemises, Drawers, Corset Covers, Short Petticoats, At 21c                                   | Petticoats at \$1. worth \$2.<br>Klose-fit Petticoats, at \$2.05.<br>All-silk Petticoats—Messaline, at \$3.05.<br>Petticoats of Taffeta and Messaline. | FOR CHILDREN:<br>O'Neill Building—Third Floor.<br>Children's Muslin Drawers, Two Pairs, 15c<br>Sizes 1 to 12 years.<br>Children's Muslin and Cambric Drawers, Sizes 2 to 14 years, 21c<br>Boys and Girls' H. & W. Good Sense Waists, 2 to 14 years, 21c<br>H. & W. Waists for Girls, 45c   |
| Night Gowns, Short Petticoats, Corset Covers, Drawers, Chemises, Drawer Combinations, At 45c | Night Gowns, Drawer Combinations, Petticoat Combinations, Corset Covers, At 65c  | Petticoats, Chemises, Night Gowns, Drawers, Corset Covers, At 85c  |
| Drawers, Combinations, Night Gowns, Corset Covers and Petticoats, At \$1.25.                 |  |  |

## Housekeeping Linens in the White Sale

O'Neill Building—Second Floor.

Three months ago we prepared for it, and here is the result of that long look out into the future:

- |   |   |  |
|---|---|--|
| <b>Table Cloths and Napkins.</b><br>12,000 Irish satin damask Table Cloths, heavy, serviceable qualities, in new Choice designs.<br>Size 22x36, 70x108.<br>Regular price \$5.45, \$4.25, \$3.75.<br>Sale price \$1.08, \$1.10, \$1.08 each. | <b>Hemstitched Linen Pillow Cases.</b><br>Size 18x30, 50x10, 44x10.<br>Regular price \$1.50, \$1.00, \$1.75.<br>Sale price 95c, \$1.10, \$1.20. | <b>500 Dozen Initial Turkish Towels.</b><br>Heavy full size white Turkish Towels, woven initials in border, regular price 18c, sale price 12c each.  |
| <b>Napkins.</b><br>Size 12x18, 12x18.<br>Regular price \$1.05, \$1.20 per dozen.<br>175 dozen extra heavy damask Napkins, 15 inches square, regular price \$1.75, sale price \$1.38 per dozen.  | <b>Hemmed.</b><br>Regular price 12c, 15c, 20c.<br>Sale price 9c, 11c, 14c each.   | <b>1,250 Dozen White Turkish Towels Extra Heavy.</b><br>Regular price 30c, 16c, 55c.<br>Sale price 22c, 12c, 42c each.   |
| <b>Damask Table Cloths.</b><br>Hemmed, ready for use, pure white Irish linen.<br>Size 22x36, 67x107, 67x114.<br>Regular price \$1.75, \$1.10, \$1.10.<br>Sale price \$1.25, \$1.10, \$1.08.   | <b>500 Dozen Extra Heavy White Muslin Sheets.</b><br>Torn Sizes.<br>Regular price \$1.00, 90x108.<br>Sale price 88c, 90x108.                    | <b>150 Dozen Scalloped Huck Towels.</b><br>Extra fine, pure linen, size 10x18, regular price 35c, at 24c each.   |
| <b>800 pairs Hemstitched Linen Pillow Cases and Sheets.</b>   | <b>360 Dozen Guest Towels.</b><br>At 25c, 20c, 30c, and 58c each.   | <b>Towellings.</b><br>Roller Towels, Pantry Towels, Kitchen Towels, Stable Towels, all hemmed ready for use, at 25c and 30c each.  |
| <b>Hemstitched Linen Sheets.</b><br>Size 22x36, 90x108.<br>Regular price \$1.50, \$1.00 per pair.<br>Sale price \$1.00, \$1.00 per pair.  | <b>Initial Turkish Wash Cloths.</b><br>Woven initials in centre of each wash cloth, every desirable initial, for this sale, 5c each.            | <b>Thousands of Waists in the White Sale.</b><br>Both Buildings.<br>Surety Waists in the White Sale \$1.75, Worth \$3.<br>Pure Irish linen embroidered by hand. There are two styles, both good, and there are all sizes.<br>\$1.50 Waists at \$1.<br>Made of white madras in one of the new tailored styles.<br>\$2.50 Lingerie Waists at \$2.<br>Made with insertions of lace and tucks, with kimono sleeves and lace cuffs.<br>\$1 Embroidered Waists at 65c.<br>Made of excellent white linen with embroidered front. A striking waist for the price. Finished with soft cuffs and stiff collar.<br>\$3.50 Waists at \$2.95.<br>Hand-embroidered lingerie waists made of sheer batiste in eyelet designs, fine pin tucks with long sleeves and tucked back. The entire waist prettily trimmed with lace. |

## Goods by the Yard

O'Neill Building—First Floor.

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|---|--|
| 40c White Linen, 25c a Yard               | Irish pure flax, grass bleached linens, 36-inch.   |
| White Long Cloth, \$1 a Piece of 10 Yards | Fine quality kid finish, regular price \$1.25.   |
| 20c White Lawn, 12 1/2c                   | Finished like handkerchief linen, 40-inch.   |
| 20c Nainsook, 15c                         | Beautifully white, with the English finish, from fine thread, 36-inch.                                     |
| 20c Persian Lawn, 15c                     | Sheer and very even in thread and weave, 36-inch.  |
| 25c French Lawn, 10c                      | An extremely fine and sheer imported waist—or dress—lawn. It is to use with lace or embroideries, 45-inch. |

## Embroideries in the White Sale

Both Buildings—First Floor.

The chief and most important thing is to remember that one dollar at O'Neill's goes further in this White Sale than anywhere else, as the following prices prove:

- |                      |                                   |
|----------------------|-----------------------------------|
| \$4 White Lawn       | 95c All-Over at 69c               |
| Robes, \$2.98        | 49c All-Over at 29c               |
| \$10 Robes at \$3.98 | 45c Gallons at 29c                |
| \$1.25 Embroidery    | Sample strips worth               |
| Flouncing, 69c       | 15c to 40c at 10c a yard          |
| 39c Strips at 19c    | Loom ends sold by the strip only. |
| 49c Flouncing at 29c |                                   |

## White Crochet Quilts at \$1.05

O'Neill Building, Second Floor.

Very handsome patterns copied from Marseilles designs, closely woven, heavy weight, double bed size, 80x90 inches, regularly \$1.50.

## White Cottage Quilts, 75c

Good weight, firm and fine, large size, 72x80 inches.

## James McCreery & Co.

HABERDASHERY DEPTS. In Both Stores.

Custom Shirts.

New Importation of Spring and Summer Shirts, many new designs.

Samples submitted and representative sent, upon request, to take measurements.

On Tuesday, January the 3d.

165 dozen Shirts, of Scotch embroidered and Russian Cord Madras. Made in work-rooms on the premises.

values 3.00, 4.00 and 5.00

23rd Street

34th Street

## James McCreery & Co.

23rd Street

34th Street

SEMI-ANNUAL SALE.

Commencing Wednesday, January the 4th.

All Furniture from 10 to 50% less than usual prices.

The collection includes Bedroom Suites in Period Reproductions, made of Mahogany, Circassian Walnut and in French Enamel. Dining Room Suites of Mahogany and Circassian Walnut in Sheraton, Chippendale, William and Mary and Colonial reproductions.

Craftsman and English Arts and Crafts Oak Furniture; Solid Mahogany Mission Furniture; Brass Bedsteads and Bedding.

23rd Street

34th Street

AMUSEMENTS.

AMERICA'S FOREMOST

HIPPOTRONE

Entire Block, 4th Ave. 104-110 Sts. Eves. 8-10. Daily Matinee 2-4. Best Seats \$1.00. The Internat. Ballet of the 12 New Royal City. Niagara Falls. Circus-Acts.

NACKET. Thea. 42d St. W. Eves. 8-10. Daily Mat. 2-4. Sat. 2-5.

1st HIT OF 1911

OVER NIGHT

JUST TO LAUGH—That's All.

BROADWAY. Thea. 42d St. W. Eves. 8-10. Daily Mat. 2-4. Sat. 2-5.

THE SQUAW MAN

With DUSTIN FANNUM

Wednesday Matinee 2-4. Eves. 8-10. Daily Mat. 2-4. Sat. 2-5.

DAILY'S BABY MINE

Low Fields' Herald 30, Eves. 8-10. Daily Mat. 2-4. Sat. 2-5.

LULU GLASER in The Girl

To-morrow, 2-4. Sat. 2-5.

CIRCLE. Thea. 42d St. W. Eves. 8-10. Daily Mat. 2-4. Sat. 2-5.

THE MIDNIGHT SONS

Lew Fields' Herald 30, Eves. 8-10. Daily Mat. 2-4. Sat. 2-5.

THE NEW THEATRE

To-night and Friday, Eves. 8-10. Daily Mat. 2-4. Sat. 2-5.

THE THUNDERBOLT

Wed. &amp; Thurs. Eves. 8-10. Daily Mat. 2-4. Sat. 2-5.

OLD HEIDELBERG

SATURDAY NIGHT. 8-10. (Premiere) Cosmo Gordon-Lennox. 10-11. (Premiere) Comedy.

VANITY FAIR

(Based on Thackeray's Novel.)

Next week: Vanity Fair will be given at all performances. Mats. Wed. &amp; Sat.

MAJESTIC. Broadway &amp; 50th St. Eves. 8-10. Daily Mat. 2-4. Sat. 2-5.

THE BLUE RIDGE

The Blue Ridge for Happiness. Original Cast.

METROPOLITAN OPERA HOUSE

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W.L. DOUGLAS

ESTABLISHED 1870



G \$3.50 &amp; \$4.00 SHOES FOR MEN

If I could take you into my